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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/736,456
	Filing Date	December 14, 2000
	First Named Inventor	P. HUNT, et al.
	Art Unit	2611
	Examiner Name	Hai Tran
Total Number of Pages in This Submission	Attorney Docket Number	6550-000050

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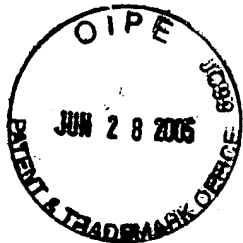
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Date	June 28, 2005		

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EV 570 164 614 US



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 09/736,456
Filing Date: December 14, 2000
Applicant: P. HUNT, et al.
Group Art Unit: 2611
Examiner: Hai Tran
Title: Method and System of Real-Time Optimization and
Implementation of Content and Advertising Programming
Decisions for Broadcasts and Narrowcasts
Attorney Docket: 6550-000050

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed March 28, 2005, please amend the application as follows and consider the remarks set forth below.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 13 of this paper.